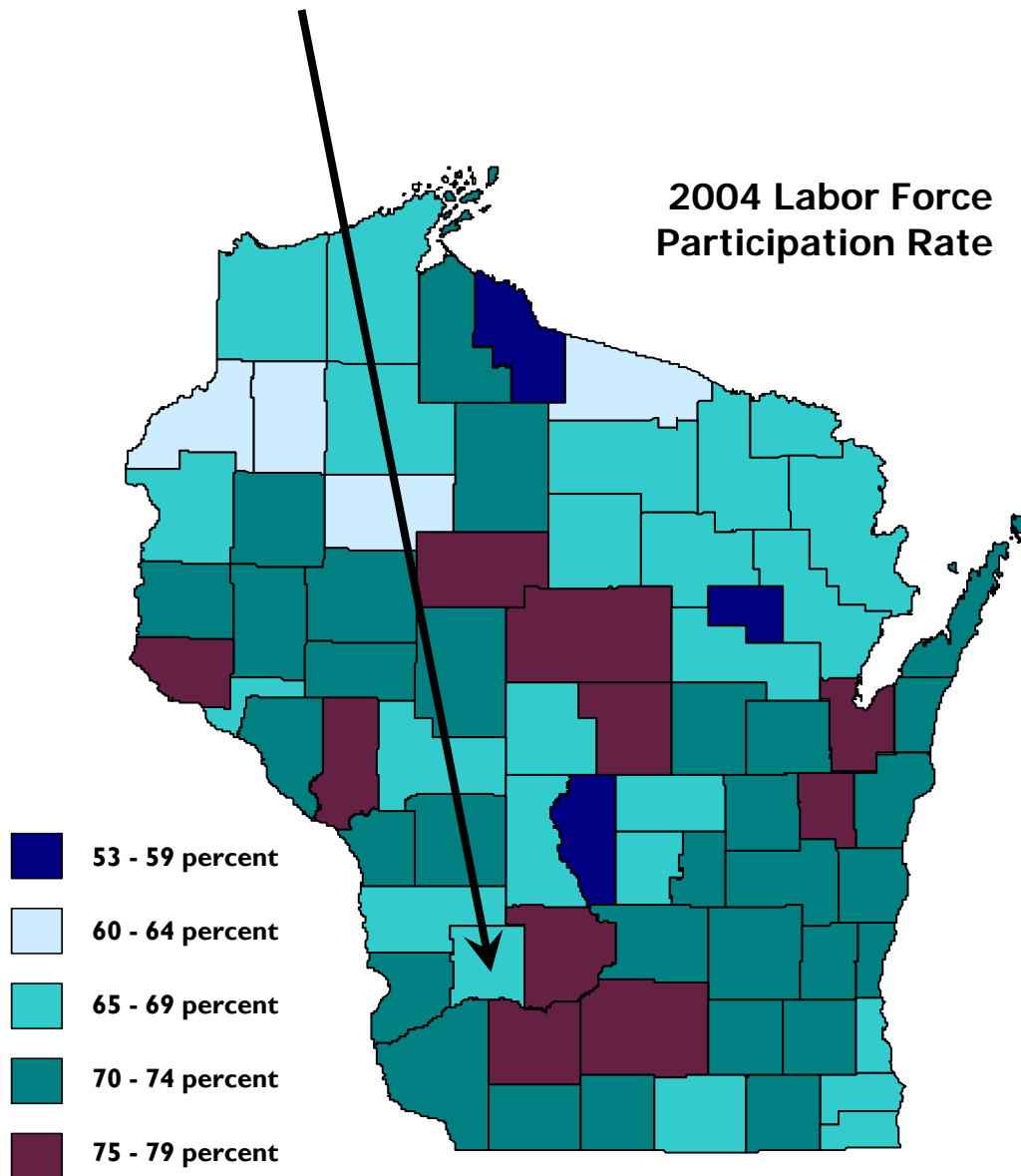


Richland County Workforce Profile



Source: Estimates created by DWD, OEA using data supplied by
U.S. Bureau of Labor Statistics and U.S. Bureau of Census

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State of Wisconsin
Department of Workforce Development
Office of Economic Advisors

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County Population and Labor Force

Richland County's population growth increased at a much slower rate than the state and nation between 2000 and 2005. Since 2000, the county has grown by 137 residents. The slow growth in the county is consistent with population projections for the period 2000 to 2020 that indicate a much slower growth rate than the state and the nation. The overall growth rate for the county between 2000 through 2020 is projected to be 6.0 percent, compared to 13.9 percent for the state and 19.3 percent for the nation. This is about half the state's rate and a third of the national rate.

The percent of the population aged 16 years and over that is currently in the labor force is 71.0 percent. This is just above the statewide average of 70.8 percent and well above the nation's participation rate of 65.4 percent.

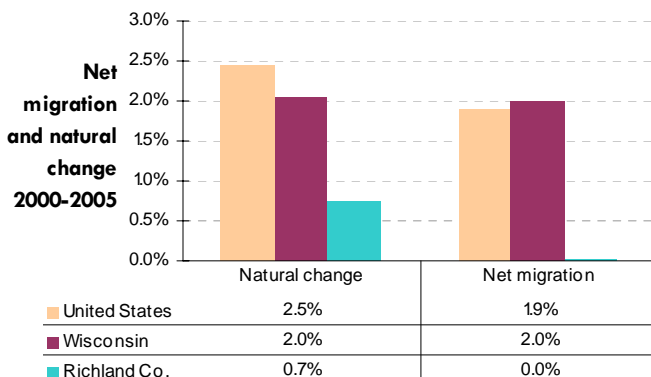
The make-up of the county's labor force population (16 years and over) by age group is quite different than the state and nation. The county is both slightly younger and much older. The percentage of the population in the youngest group is just slightly above the state and national average with 17.7 percent of the population in this group. The percent of the population in the mid-range group which generally has the largest and most skilled portion of the population is well below the state and nation with only 55.9 percent. This is offset with a high portion of the county's population being over age 60. This is the age group that is at or near retirement age.

Generally the individuals in this group are more likely to be

Five largest municipalities in Richland County

	April 2000 Census	Jan. 1, 2005 estimate	Numeric change	Percent change
Richland County	17,924	18,061	137	0.8%
Richland Center, City	5,114	5,127	13	0.3%
Buena Vista, Town	1,575	1,635	60	3.8%
Richland, Town	1,364	1,360	-4	-0.3%
Lone Rock, Village	929	895	-34	-3.7%
Rockbridge, Town	721	758	37	5.1%

Source: Wis. Dept. of Administration, Demographic Services, August 2005



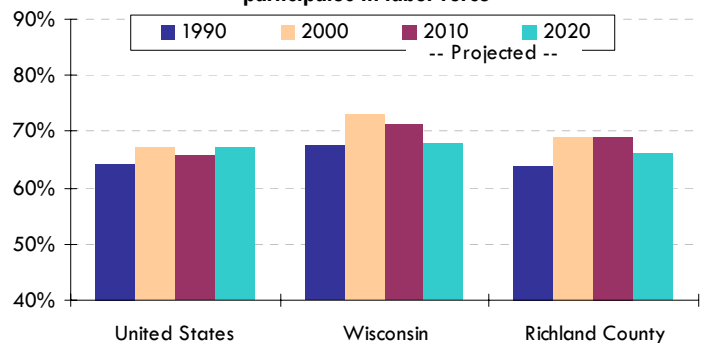
Source: WI Dept. of Admin., Demographic Services & US Census Bureau

Population and Labor Force

	United States	Wisconsin	Richland County
Total population in 2000	281,424,602	5,363,715	17,924
Population est. Jan. 1, 2005	295,160,302	5,580,757	18,061
Change	13,735,700	217,042	137
% change	4.9%	4.0%	0.8%
2005 Labor force population*	224,837,000	4,339,938	14,366
Share of total population	76.2%	78%	79.5%
Labor force	147,125,000	3,071,179	10,198
Labor force participation rate	65.4%	70.8%	71.0%
2005 Population 16 yrs. & over	228,621,674	4,417,313	14,511
16-24 yrs old	37,489,370	743,764	2,562
Share of population 16+ yrs	16.4%	16.8%	17.7%
25-59 yrs old	142,248,896	2,708,865	8,108
Share of population 16+ yrs	62.2%	61.3%	55.9%
60 yrs and older	48,883,408	964,684	3,841
Share of population 16+ yrs	21.4%	21.8%	26.5%
Projected population: 2020	335,804,546	6,110,878	18,991
Population 16 yrs. & over	264,085,104	4,869,573	15,270
16-24 yrs old	37,918,865	681,586	1,802
Share of population 16+ yrs	14.4%	14.0%	11.8%
25-59 yrs old	150,678,402	2,756,884	8,038
Share of population 16+ yrs	57.1%	56.6%	52.6%
60 yrs and older	75,487,837	1,431,103	5,430
Share of population 16+ yrs	28.6%	29.4%	35.6%

* civilian population 16 yrs. and older not in an institution

Percent of labor force age population that participates in labor force



Source: special tabulation by OEA using US Census, US Bureau of Labor Statistics, WI Dept. of Admin. estimates and projections

consumers rather than participants in the labor force, and projections show that this group will increase over the next fifteen years. A large portion of population that is at or past normal participation in the labor force, places limits on the number of workers available to replace retirees and fill openings that become available through economic growth.

Revised Labor Force

The largest increase in Richland County's labor force occurred between 1999 to 2000 with the addition of 1,211 jobholders. However, the change in labor force at this point in time may be the result of a change in estimating as a result of the 2000 census and created a break in the data. Prior to that, the largest increase in the labor force occurred in 1994 with the addition of 400 workers. This followed the 1991 recession when the economy was growing rapidly.

The county's unemployment rate reached a low point in 2000 at 3.4 percent. During the last fifteen years, the county's unemployment rate, while slightly higher, has been near the state average.

However, since 2000 the unemployment rate for the county increased with the onset of the recession in 2001. Although that recession also ended in 2001, the unemployment rate continued to rise through 2003 when it reached 4.6 percent. Currently there are 10,198 residents in the labor force, the unemployment rate has moderated slightly over the last year, but the number of workers estimated to be unemployed remains above the long term average of 402.

Richland County Civilian Labor Force Estimates

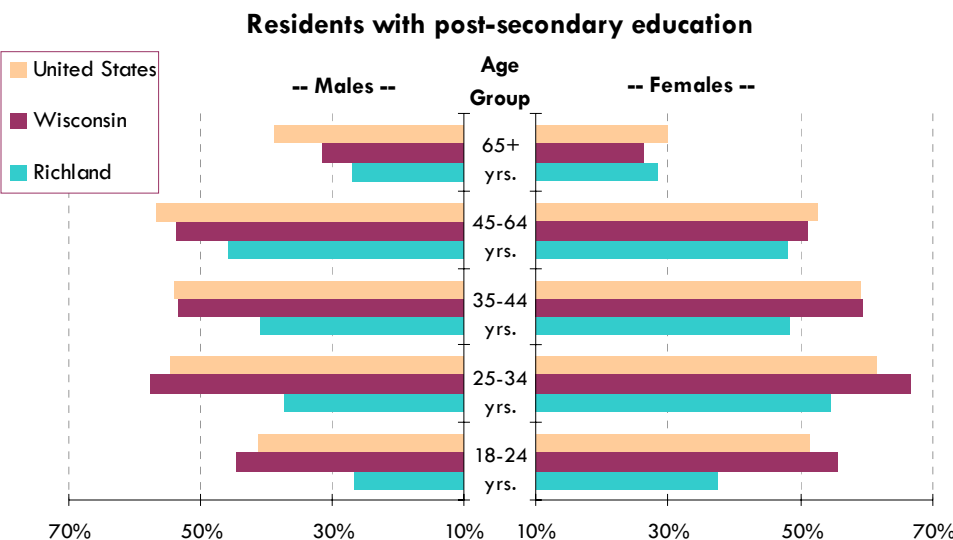
	Labor force	Employed	Unemployed	Unemployed rate
1990	8,705	8,351	354	4.1%
1991	8,294	7,739	555	6.7%
1992	8,295	7,738	557	6.7%
1993	8,442	8,044	398	4.7%
1994	8,842	8,447	395	4.5%
1995	8,870	8,493	377	4.3%
1996	8,811	8,473	338	3.8%
1997	8,925	8,601	324	3.6%
1998	8,901	8,566	335	3.8%
1999	8,426	8,134	292	3.5%
2000	9,637	9,312	325	3.4%
2001	9,823	9,422	401	4.1%
2002	9,935	9,489	446	4.5%
2003	10,270	9,797	473	4.6%
2004	10,198	9,735	463	4.5%

Source: DWD, Bureau of Workforce Information, Local Area Unemployment Statistics, September 2005

Education Attainment

The focus of this county's analysis to this point has been on quantitative changes in Richland County's population and labor force. At this point we will move to information on the quality of the county's labor force in comparison with the state and nation by age and gender.

Among the ways in which experts measure the overall quality of a region's skilled workforce is through an analysis of the level of education attainment among the population. An example of this analysis is depicted in the graph below. In reviewing this data, a number of significant trends are apparent.



Source: US Census 2000, Summary file 3, QT-P20

The county is surpassed by the state and national averages in the level of post-secondary education (measured as attendance at either a technical or community college and/or four-year college or university) in all of the five age levels for males and four of the five for females. Only the percentage of females aged 65 years and older surpasses the state level, but not the national level.

The percentage of females in the county with post-secondary education exceeds males in every age group. On a state and national level, this only occurs in the youngest three age groups. After that point, the percentage of males with post-secondary education exceeds that of females.

Employment and Wages

Average wages in Richland County were at 74.6 percent of the statewide average in 2004, and none of the county's industry sectors had an average wage above the state average.

The highest paying industry sector in the county is manufacturing at \$34,125. This industry also has six of the largest private employers in the county (page 4). Although the industry has the highest wages in the county, they are only at 77.3 percent of the state average. However, with over 1,750 workers and the county's highest average wages, manufacturing is the largest source of wages in the county. This industry provided nearly \$60 million in payroll in 2004. This was equal to 38.6

percent of the payroll paid in the county that year. At the same time, the industry provided 29.3 percent of the county's jobs.

Education and health services produced the second largest share of jobs and payroll in the county with 24.6 percent of the county's wages. Like manufacturing, this industry provided a greater share of the county's wage base than it provided jobs. Roughly 23 percent of the county's jobs were in education and health services, the third greatest share in the county.

Trade, transportation and utilities followed very closely

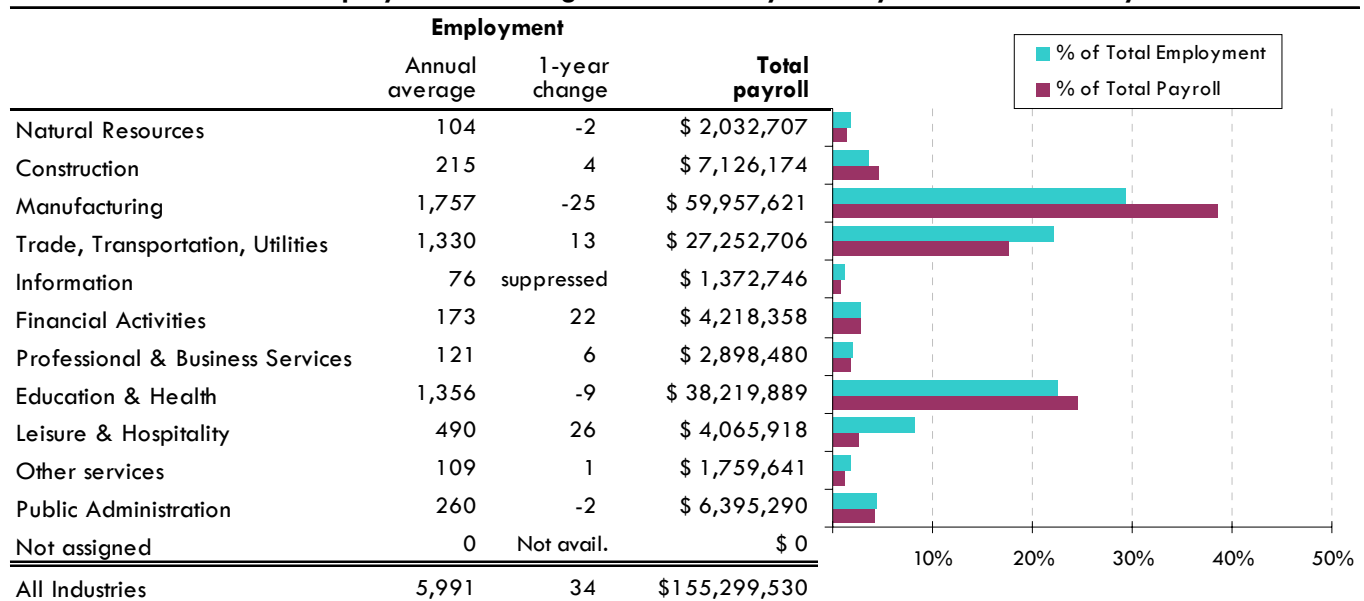
Average Annual Wage by Industry Division in 2004

	2004	2004		
	Average Annual Wage	Average Annual Wage	Percent of	1-year
	Wisconsin	Richland County	Wisconsin	% change
All Industries	\$ 34,749	\$ 25,922	74.6%	5.4%
Natural resources	\$ 27,399	\$ 19,545	71.3%	-0.2%
Construction	\$ 41,258	\$ 33,145	80.3%	9.2%
Manufacturing	\$ 44,145	\$ 34,125	77.3%	8.5%
Trade, Transportation, Utilities	\$ 30,088	\$ 20,491	68.1%	4.0%
Information	\$ 41,759	\$ 18,062	43.3%	Not avail.
Financial activities	\$ 45,103	\$ 24,384	54.1%	0.3%
Professional & Business Services	\$ 39,580	\$ 23,954	60.5%	9.8%
Education & Health	\$ 36,408	\$ 28,186	77.4%	4.3%
Leisure & Hospitality	\$ 12,295	\$ 8,298	67.5%	4.2%
Other services	\$ 20,207	\$ 16,143	79.9%	-0.8%
Public Administration	\$ 36,347	\$ 24,597	67.7%	2.9%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

behind health and education with 1,330 jobs in the county. However, the percentage of wages this industry provided was less than the percent its percent of jobs. The trade, transportation, and utilities industries made up 22.2 percent of the county's jobs, but only provided 17.5 percent of the wages. This is due to the inclusion of retail trade in this sector where many of the jobs are often lower in wages as well as part time or seasonal. This work pattern is similar in the leisure and hospitality industry which provides 8.2 percent of the county's jobs but only 2.6 percent of the county's wages.

2004 employment and wage distribution by industry in Richland County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2005

Industry and Employers by Size

Top 10 Private-sector Employers in Richland County

Establishment	Product or Service	Size (Dec. 2004)
Rockwell Automation Inc	Relay & industrial control mfg.	250-499 employees
S & S Cycle Inc	Gasoline engine & engine parts mfg.	250-499 employees
Wal-Mart Associates Inc	Warehouse clubs & supercenters	250-499 employees
The Richland Hospital Inc	Gen. medical & surgical hospitals	250-499 employees
Schneider Fuel & Supply Co	Iron foundries	100-249 employees
Merkle-Korff Industries Inc	Motor & generator mfg.	100-249 employees
Foremost Farms USA Coop	Cheese mfg.	100-249 employees
Morningstar Foods Inc	Fluid milk mfg.	100-249 employees
Hilltop Valley Dairy LLC	Fluid milk mfg.	100-249 employees
Schmitt Woodland Hills Inc	Continuing care retirement communities	100-249 employees

Source: DWD, Bureau of Workforce Information, ES-202, July 2005

Prominent industries in Richland County

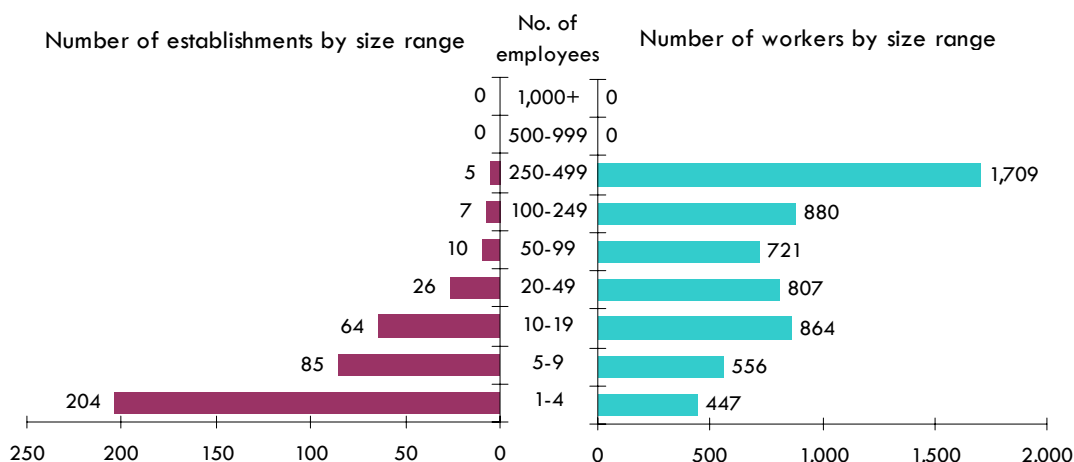
NAICS title	March 2005		Numeric change in employees	
	Establishments	Employees	2004-2005	2000-2005
Electrical equipment and appliances	*	*	not avail.	not avail.
Educational services	4	452	-4	-33
Transportation equipment manufacturing	*	*	not avail.	not avail.
Food manufacturing	5	381	-77	95
Nursing and residential care facilities	9	358	-4	not avail.
General merchandise stores	*	*	not avail.	not avail.
Food services and drinking places	22	314	-15	-82
Hospitals	*	*	not avail.	not avail.
Executive, legislative, & gen government	19	177	6	-39
Motor vehicle and parts dealers	12	167	14	32

* data suppressed to maintain employer confidentiality

Column headings revised 02/06

Source: DWD, Bureau of Workforce Information, ES-202, September 2005

Richland County establishments and workers by employment size range in 2004



(1) Data not available due to suppression factors

Source: DWD, Bureau of Workforce Information, Table 221, July 2005

The percentage of workers in manufacturing in Richland County (29.3%) is well above both the state (18%) and national (11%) averages, and this concentration of jobs is apparent in the list of ten largest private employers. Seven of the ten largest private employers are related to manufacturing, and three are specifically related to food processing for the dairy industry. Three of the ten largest industry groups are also in manufacturing sector.

In the top ten industry list educational services is the second largest industry group based on employment. If the list of largest employers had included both private and public employers, county government and one or more school districts probably would have been on that list. These employers are limited in number but provide services to large sectors of the population, and tend to have a higher concentration of workers.

The bottom graph on the bottom indicates that the majority of the county's employers, 88 percent, have fewer than 20 employees and they provide 31 percent of the county's jobs. However, 43 percent of the jobs in the county are with employers with 100 or more workers, yet these employers make up only three percent of the county's employer base.

Per Capita Personal Income

One other aspect of looking at the local economy is the per capita personal income (PCPI) in the county. Because this measure of income includes multiple sources, it tells more than just what wages or types of jobs are available. The PCPI in Richland County was \$23,829 in 2003, the latest available year. The county's PCPI ranks 51st highest among the state's 72 counties and ranked 6th in five-year growth. PCPI in the county was \$6,856 below the state, and \$7,643 below the nation.

PCPI is defined as total personal income divided by the total population. The majority of total personal income, though not exclusive to this list, is made up of net earnings; dividends from holdings, accrued interest, and rental property; and, social security and other government transfer payments.

The largest portion of PCPI is from net earnings and the lower PCPI in the county is a reflection of the lower average wages in the county compared to the state. Wages are the primary component of net earnings and many rural counties in the state, where wages are generally lower, have lower PCPI. Net earnings also include income from self-employment, proprietorships, farming, and adjustment for wages paid to workers who commute out of the county for jobs.

Net earnings make up 61.1 percent of the Richland's total income. This is less than the state average of 69.9 percent. So not only is the county's average wage lower than Wisconsin's, but earnings are a smaller percentage of the county's total income.

Additional income in the county is from dividends, interest, and rental property (19.4 percent); and transfer

payments (19.5 percent). In Wisconsin transfer payments are 14 percent of total personal income. A larger portion of personal income from transfer payments in the county than in the state coincides with a greater share of the county's population above the age of 60, an age that often signals a population at or near retirement.

Wisconsin Counties 2003 Per Capita Personal Income and Rank in State

Area	2003	Rank	5-yr growth	Rank	Area	2003	Rank	5-yr growth	Rank
United States	\$ 31,472		17.1%		Manitowoc	\$ 27,807	27	13.6%	59
Wisconsin	\$ 30,685		17.2%		Marathon	\$ 29,992	16	22.0%	5
Adams	\$ 22,804	59	16.1%	37	Marinette	\$ 25,448	39	21.3%	9
Ashland	\$ 23,204	55	16.6%	32	Marquette	\$ 22,590	64	26.5%	1
Barron	\$ 24,922	41	15.2%	44	Menominee	\$ 18,449	72	19.8%	16
Bayfield	\$ 22,660	62	13.4%	60	Milwaukee	\$ 31,419	7	19.5%	18
Brown	\$ 32,076	5	17.8%	25	Monroe	\$ 23,467	54	16.8%	31
Buffalo	\$ 29,083	20	17.2%	28	Oconto	\$ 24,842	42	12.3%	66
Burnett	\$ 22,796	60	17.1%	29	Oneida	\$ 28,646	22	18.7%	21
Calumet	\$ 31,880	6	21.4%	8	Outagamie	\$ 30,952	11	20.5%	14
Chippewa	\$ 25,999	36	12.3%	67	Ozaukee	\$ 47,527	1	14.7%	48
Clark	\$ 22,227	66	13.9%	55	Pepin	\$ 24,407	44	13.0%	64
Columbia	\$ 30,846	12	18.2%	24	Pierce	\$ 27,963	26	18.6%	23
Crawford	\$ 22,628	63	20.9%	13	Polk	\$ 24,201	46	13.9%	54
Dane	\$ 36,455	3	21.0%	12	Portage	\$ 27,464	30	21.1%	11
Dodge	\$ 26,048	35	13.3%	61	Price	\$ 24,361	45	12.2%	68
Door	\$ 30,657	13	15.9%	40	Racine	\$ 31,271	8	15.0%	45
Douglas	\$ 23,568	53	15.3%	43	Richland	\$ 23,829	51	21.9%	6
Dunn	\$ 22,885	58	14.9%	47	Rock	\$ 28,256	25	14.1%	50
Eau Claire	\$ 27,469	29	17.5%	27	Rusk	\$ 20,461	71	14.0%	52
Florence	\$ 24,146	47	25.3%	3	Sauk	\$ 28,780	21	19.5%	19
Fond du Lac	\$ 29,951	17	16.1%	38	Sawyer	\$ 23,921	50	22.3%	4
Forest	\$ 21,975	68	25.4%	2	Shawano	\$ 23,941	49	13.9%	56
Grant	\$ 24,116	48	15.6%	42	Sheboygan	\$ 31,251	9	19.8%	17
Green	\$ 28,542	23	14.0%	51	St. Croix	\$ 31,091	10	13.6%	57
Green Lake	\$ 26,962	32	8.1%	72	Taylor	\$ 23,020	56	16.6%	34
Iowa	\$ 27,308	31	19.2%	20	Trempealeau	\$ 25,242	40	18.7%	22
Iron	\$ 22,912	57	21.1%	10	Vernon	\$ 20,950	70	15.7%	41
Jackson	\$ 26,084	34	21.9%	7	Vilas	\$ 25,664	37	13.0%	63
Jefferson	\$ 29,330	18	16.5%	35	Walworth	\$ 27,626	28	13.6%	58
Juneau	\$ 22,382	65	12.7%	65	Washburn	\$ 22,794	61	16.0%	39
Kenosha	\$ 29,117	19	16.5%	36	Washington	\$ 35,196	4	14.9%	46
Kewaunee	\$ 25,536	38	8.8%	71	Waukesha	\$ 41,551	2	12.2%	69
La Crosse	\$ 28,284	24	16.8%	30	Waupaca	\$ 26,863	33	14.0%	53
Lafayette	\$ 21,983	67	10.1%	70	Waushara	\$ 21,762	69	13.2%	62
Langlade	\$ 23,739	52	20.4%	15	Winnebago	\$ 30,359	15	16.6%	33
Lincoln	\$ 24,725	43	14.6%	49	Wood	\$ 30,401	14	17.7%	26

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2005